

# Customers' Perception of Using Artificial Intelligence in Art Creation and Art Management: A Comparative Analysis of Poland and Turkey

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This study examines art consumers' perceptions of artificial intelligence (AI) in art creation and art management through a comparative analysis of Poland and Turkey. As AI becomes increasingly present in the arts, it challenges traditional ideas of creativity, authenticity, and artistic value while also transforming the management of cultural institutions.

Drawing on Hofstede's cultural dimensions theory and Wallas' model of creativity, the study explores how cultural values and religious backgrounds influence attitudes toward AI-generated art and AI-assisted management practices. Previous research suggests that consumers often perceive AI-generated artworks as less authentic and less valuable than human-created works, while acceptance of AI in management depends on the context and role performed by the technology.

Using semi-structured interviews with art consumers in Poland and Turkey, the research investigates the factors shaping acceptance or rejection of AI in the arts and examines how cultural differences affect these perceptions.

The study contributes to a better understanding of the relationship between culture, technology, and consumer behavior, offering insights into the growing role of AI in contemporary art and cultural institutions.

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